

ORDER

KSNV

Orders

Order / Rev: **103613**
 Alt Order #: 06830213
 Product Desc: HELLER FOR SENATE
 Estimate:
 Flight Dates: 08/08/12 - 08/14/12
 Original Date / Rev: 06/27/12 / 08/10/12
 Order Type: GENERAL

Primary AE: Amy McCreary
 Sales Office: BLPHI
 Sales Region: National

Agency

Name: Strategic Media Services, Inc.
 Buying Contact:
 Billing Contact:
 3299 K St. NW
 Washington, DC 20007

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: Heller, Dean for U.S. Senate *Revised*
 Demographic: A35+
 Product Codes: PLC01
 Priority: SELECT PRIORITY CODE
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
 Order Separation: 00:15:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	32	\$20,850.00	\$17,722.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	32	\$20,850.00	\$17,722.50	0.00
Totals	32	\$20,850.00	\$17,722.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	23%	\$20,850.00
Market	100%	\$90,652.17

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	36%	\$32,634.78
KLTX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$16,317.39
KTUD	1%	\$906.52
KVVU	15%	\$13,597.83
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	7%	\$6,345.65

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/08/12	08/10/12	M-F 5-6a WakeUp w/Wagners	M	5-6a	--WTF--	:30	3	\$400.00	1	0.00	NM	3	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	--WTF--			3		\$400.00		0.00				

Advertiser: Heller, Dean for U.S. Senate
Product Desc: HELLER FOR SENATE
Estimate:

Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/08/12	08/10/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	--WTF--	:30	3	\$400.00	1	0.00	NM	3	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--					3	\$400.00		0.00			
E 2	KSNV	08/13/12	08/14/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MT-----	:30	2	\$400.00	1	0.00	NM	2	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					2	\$400.00		0.00			
E 3	KSNV	08/13/12	08/13/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----					1	\$700.00		0.00			
E 4	KSNV	08/08/12	08/08/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	--W----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--W----					1	\$700.00		0.00			
E 5	KSNV	08/09/12	08/09/12	Today Show Today Show	CM	658a-9am	---T---	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	---T---					1	\$1,400.00		0.00			
E 6	KSNV	08/08/12	08/10/12	M-F Early News M-F Early News	CM	5-630p	--W-F--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--W-F--					2	\$1,000.00		0.00			
E 7	KSNV	08/14/12	08/14/12	M-F Early News M-F Early News	CM	5-630p	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----					1	\$1,000.00		0.00			
E 8	KSNV	08/08/12	08/10/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	--WTF--	:30	3	\$1,000.00	1	0.00	NM	3	\$3,000.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--					3	\$1,000.00		0.00			
E 9	KSNV	08/13/12	08/14/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MT-----	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----					2	\$1,000.00		0.00			
E 11	KSNV	08/08/12	08/09/12	Olympics Late News 3 Late News during Olympics	CM	11pm-12:35am	--WT---	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
NEWS AFT OLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WT---					2	\$1,000.00		0.00			
E 12	KSNV	08/11/12	08/12/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----SS	:30	2	\$650.00	1	0.00	NM	2	\$1,300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----SS					2	\$650.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	08/06/12-08/12/12		Sa-Su Early News		5pm-630pm	-----SaSu	:30		(\$650.00)		0.00	NM		
See MG 12.3															
[PGM CHG = SUN 6PM NEWS OLYMPICS]															
3	KSNV	08/06/12-08/12/12		SUN. 6PM NEWS OLYMPIC		Sun. 6p-7p	-----Su	:30		\$650.00		0.00	NM		
Ⓜ MG for 12.1 08/12															

